



MEDIA WORK PLAN

CLICK IT OR TICKET 2021

HIGH-VISIBILITY ENFORCEMENT CAMPAIGN
MAY 17-JUNE 6, 2021

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Executive Summary

The goal of the Click It or Ticket (CIOT) high-visibility enforcement (HVE) campaign is to get drivers to wear their seat belt. Based on FARS data provided by NHTSA, the largest demographic involved in fatal crashes involving an unbelted person is men 18 to 34 years old, making them the primary target audience for this campaign. Paid advertising will run during a 21-day period beginning Monday, May 17 through Sunday, June 6, 2021 and will be supported by an \$8 million media budget.

The 2021 campaign will use a mix of digital, social, radio, TV and out-of-home media to reach the target audience. Media selection will be based on usage amongst the target audience and strategies will be considered based on the most current research as well as past campaign performance. The overall goal is to increase the efficiency of the campaign year over year.

State Departments of Transportation (DOTs) and State Highway Safety Offices (SHSOs) may wish to reference this paid media strategy and resulting media buy details to develop their own media plans during the HVE period, or to adapt tactics and approaches for their own campaigns. Special attention should be paid in rural markets to ensure adequate reach, especially in areas with limited broadband accessibility. Detailed recommendations for State DOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at TrafficSafetyMarketing.gov.

Ad awareness increases with more exposure. Nielsen research determined that a frequency of five to nine times over the course of a campaign drives the most lift in brand awareness. Because this is a short campaign, only seen once a year, attaining that frequency level quickly is optimal. Therefore, the objective of this plan is to generate the highest reach potential while achieving a greater than eight frequency with the target audience over the course of the campaign. Total reach with a high minimum frequency level is the primary objective for evaluating potential media partners and platforms. Media selection will be based on national usage among 18- to 34-year-old men and aligned to optimize reach over the three-week flight, which supports the HVE efforts nationwide.

The overall strategy will focus on the most efficient, high-reach tactics to meet reach and frequency goals. Because nearly 100% of the target audience is connected to the internet, the plan relies heavily on digital tactics. It will be led by mobile delivery methods, including smartphones and tablets, which will aid in generating increased overall impressions from what was planned in 2020. The digital media plan will explore custom native content via direct publisher partners, programmatic video, display and social media channels.

As we observe the current media environment and usage by the target audience, we are seeing more time spent consuming media than ever. At the same time, consumers are using multiple methods to view content. As a result, a well-rounded strategy for reaching the target audience must include a combination of terrestrial TV and radio advertising, and digital media. Mediums selected for campaigns should include multiple touchpoints with consistent creative across each tactic to be able to reach consumers and build brand awareness. While social and digital are critical components to any outreach strategy to 18- to 34-year-olds, traditional TV and radio continue to provide heavy reach potential, especially as those mediums expand their access points and content options.

Linear TV, bought programmatically, will be used to target the audience efficiently on their most watched cable networks and sports programming. This TV plan relies more heavily on connected TV/over-the-top (CTV/OTT) due to the steady increase in cord-shifting from linear TV by the target audience.

TV viewership remains relatively constant, but the way audiences are consuming TV has changed. Primetime TV ratings declined over the past several years as CTV/OTT replaced traditional cable TV. Many users treat CTV/OTT viewing like traditional TV—watching a large amount of livestreamed content and tuning in mostly during the popular, primetime TV hours. Therefore, there is still a need for both linear TV and CTV/OTT in well-rounded media plans. Linear TV, bought programmatically, will be used to reach the target audience on their most watched cable networks.

Terrestrial radio is another dominant reach vehicle and will be an important component of the campaign for both the general market and Hispanic target audiences. Digital audio and podcasts will be used to reach the audiences in their cars where they are not buckling up. Finally, digital out-of-home will be explored to extend the reach of the TV and video elements of the campaign.

Media Strategy and Campaign Details

The goal of the Click It or Ticket 2021 campaign is to effect behavior change and encourage more seat belt use by reminding male 18-34 drivers about seat belt laws and increased law enforcement. With a relatively short campaign window of only three weeks, the primary media strategy is to quickly build reach and frequency to connect the target audience. Digital tactics, social media and traditional broadcast (radio and TV) will all be activated to ensure that the target audience is seeing and hearing the CIOT message as many times as possible during the flight.

Planned Campaign Assets

Figure 1: Campaign Asset Table

Campaign	Language	Asset	Where Used
Click It or Ticket 2021	English	No Good Excuse	Digital, Radio, TV
	English/Spanish	Dinged	Digital
	Spanish	Pausa	Digital, Radio, TV

Advertising Period

Paid advertising will run starting Monday, May 17 through Sunday, June 6—a 21-day flight period. The campaign is national in scope but will place additional weight into states that suffer higher fatalities among pickup truck drivers as well as more rural geographies.

Figure 2: Campaign Calendar

May 2021

Su	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

*Dates highlighted indicate planned flight dates for the campaign.

June 2021

Su	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*Dates highlighted indicate planned flight dates for the campaign.

Working Media Budget

The total budget for the Click It or Ticket 2021 campaign is \$8 million.

Target Audience

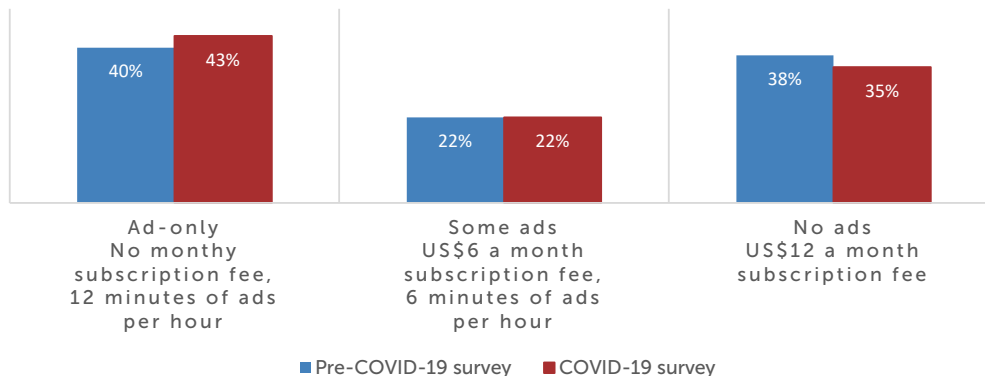
The primary target audience is 18- to 34-year-old men. The secondary target audience is 18- to 34-year-old Hispanic (Spanish-reliant) men.

Media Environment and Selection Considerations

Over the last year, some significant shifts in the target audience's media consumption occurred, especially in paid streaming video, music and gaming subscriptions (Deloitte Insights, Digital Media Trends, 14th Edition), as well as other factors shaping the media market. Customers added, sampled and canceled services as they searched for the best value for their time and money. According to the survey, consumers subscribed to an average of 12 media and entertainment services while also seeking more free and subsidized entertainment, such as ad-supported streaming video. The good news for advertisers is that most consumers prefer ad-supported streaming services (Figure 3) and have an ad tolerance of between 7 and 14 minutes per hour, which closely resembles linear TV.

Figure 3: Most Consumers Want Ad-Supported Streaming Services

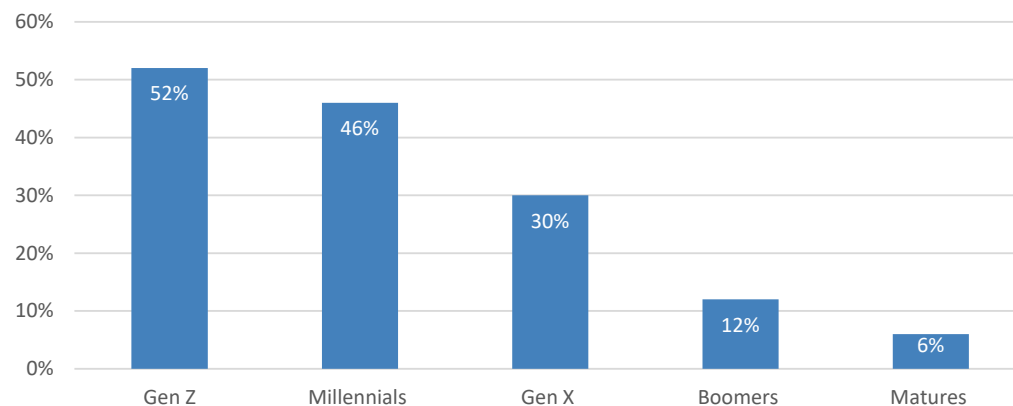
Preference when subscribing to a new streaming video service



Source: Deloitte Insights, Digital Media Trends, 14th Edition

Video gaming activities continue to increase, with 52% of 18- to 24-year-olds and 46% of 25- to 34-year-olds reporting that they binge-game weekly (Figure 4).

Figure 4: Binge Gaming Is a Weekly Habit for Many Digital Natives



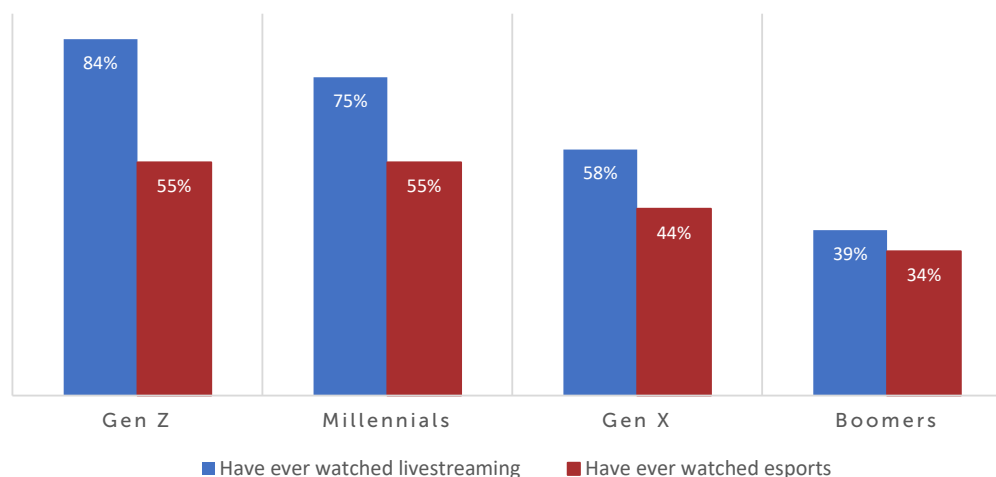
Source: Deloitte Insights, Digital Media Trends, 14th Edition

Video gaming is a social experience with top multiplayer titles hosting millions of players simultaneously and introducing very popular nongaming live events. Nearly half of esports watchers say they sometimes or often watch with others. In addition to playing, video gaming is becoming a viewing experience with 25% of gamers reporting that they watched esports in the past two months (Comscore, 2020 State of Gaming report).

According to Comscore's 2020 State of Gaming report, there are remarkable shifts in esports, gaming and livestreaming behaviors. Some of the key takeaways from the study include:

- ▶ The online gaming landscape encompasses millions of homes and devices.
 - Younger generations show a much higher propensity to watch both esports and other livestreaming (Figure 5).
- ▶ More than one in three gamers play on every platform (desktop, mobile, console).
- ▶ As of April 2020, 25% of gamers had watched esports in the last three months.
- ▶ Less than one in three gamers say advertisements negatively impact their gaming experience. In fact, 31% of console gamers believe product placement makes games more real and 48% of all gamers would like to see more rewarded ads in a day.

Figure 5: Younger Generations Watch Both Esports and Livestreaming

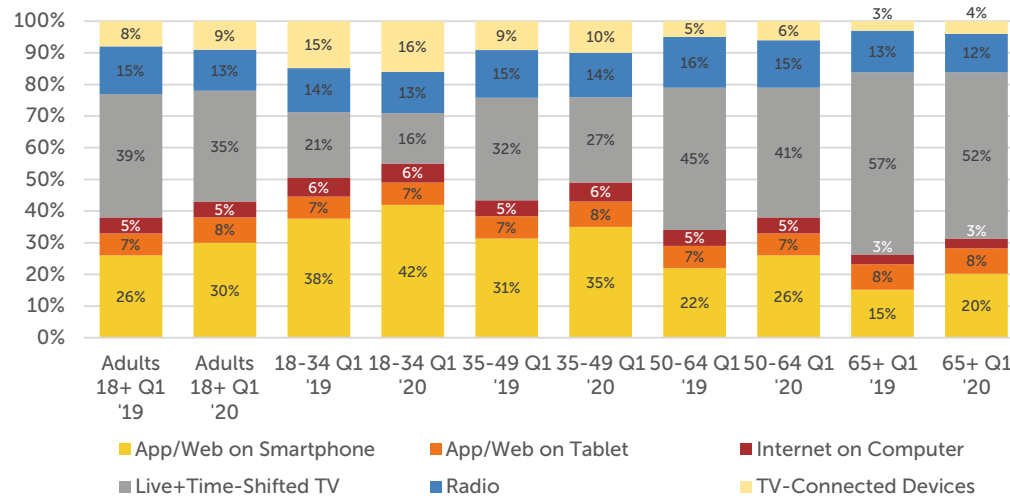


Source: Comscore Custom Survey, State of Gaming, Age 18-65, April 2020, U.S.

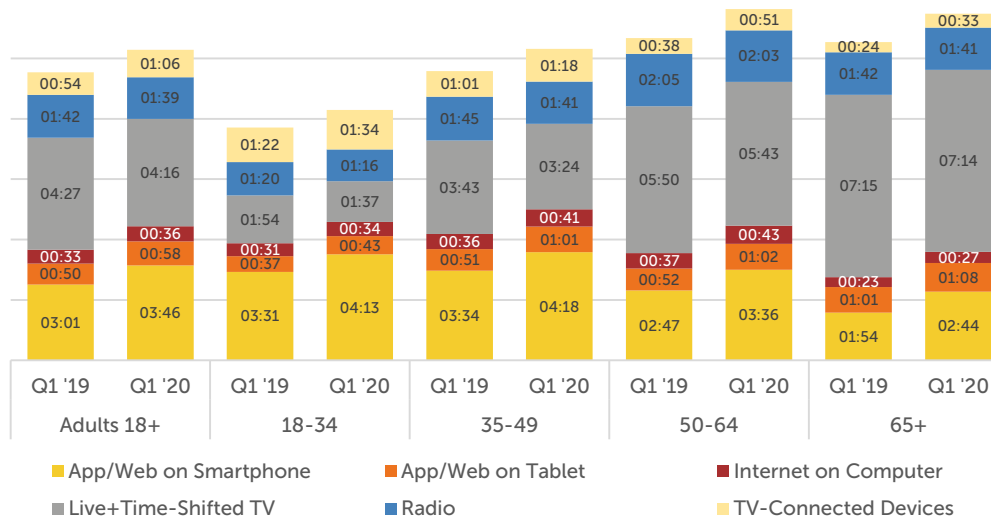
Media Consumption Is on the Rise

What is clear is that despite some of the shifts seen in the last year, overall media consumption continues to increase with people consuming more content than ever before. According to Nielsen, adults ages 18-34 spend almost 10 hours a day consuming media content, an increase of almost 45 minutes over 2019 (Figure 6), with 42% of that time spent on a smartphone. This offers NHTSA more opportunities to reach the target audience, but may require shifts in tactics (i.e., shift from terrestrial TV to connected TV) to reach the target audience where they are consuming content.

Figure 6: Media Time by Demographic & Share of Daily Time Spent by Platform
Daily Hours: Mins of Usage Based on Total U.S. Population



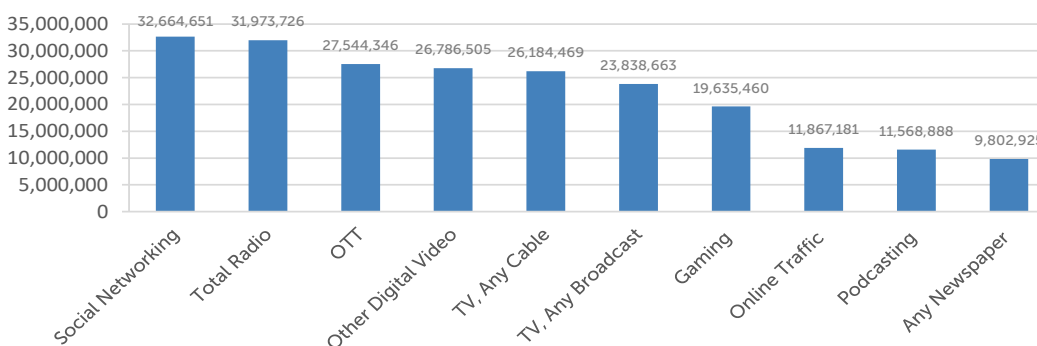
Share of Daily Time Spent By Platform Based on Total U.S. Population



Source: Nielsen Total Audience Report, August 2020

The most recent Scarborough data shows that the 18- to 34-year-old male audience relies heavily on social networking and digital video deliveries; however, traditional media (radio and TV) still plays an important role in consumption habits (Figure 7).

Figure 7: Total Media Consumption in Persons (M18-34)

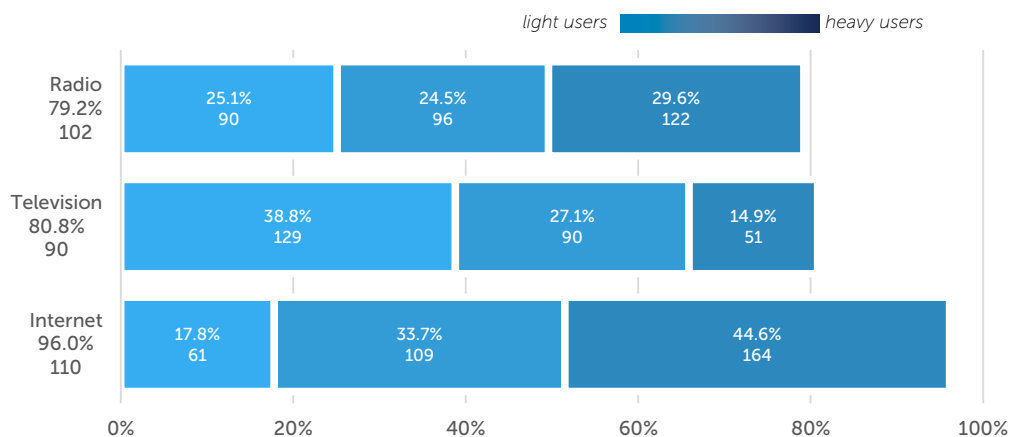


Source: USA Plus, January 2019-May 2020, Scarborough

Hispanic Consumption

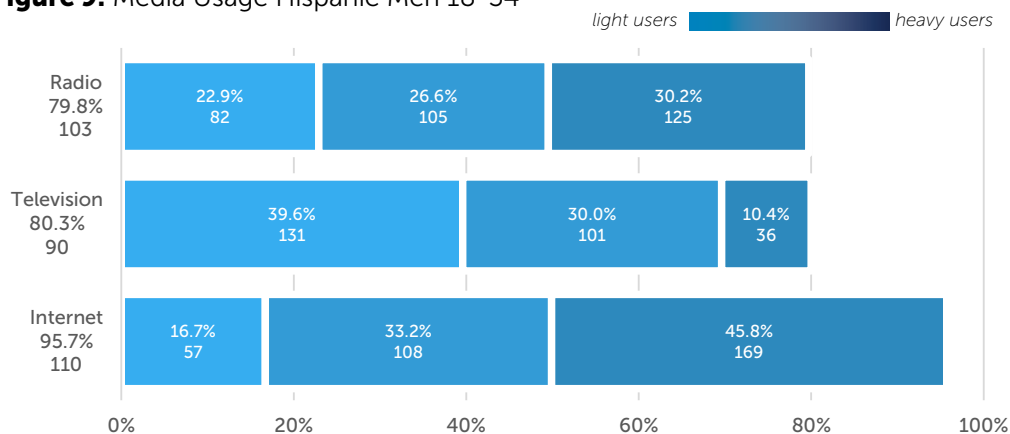
The media usage between general market and Hispanic consumers is very similar (Figures 8 and 9), with internet being the most used media, and radio and TV following, in that order. As a result, the overall strategies and goals are similar for each target. Tactical differences will be outlined in the media recommendations phase of planning.

Figure 8: Media Usage General Market Men 18-34



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Figure 9: Media Usage Hispanic Men 18-34



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Factoring these consumption trends into consideration, the Click It or Ticket 2021 media plan will explore opportunities in the mediums below—each discussed in more detail in the sections that follow. Mediums and opportunities will be evaluated based on their total reach potential and ability to generate that reach in a short period.

Digital

- ▶ Paid social media
- ▶ Publisher direct
- ▶ Programmatic

Television

- ▶ Linear TV, including programmatic and audience targeting
- ▶ CTV/OTT

Radio

- ▶ Terrestrial
- ▶ Streaming audio
- ▶ Podcasts
- ▶ Influencer advertising

Out-of-Home (OOH)

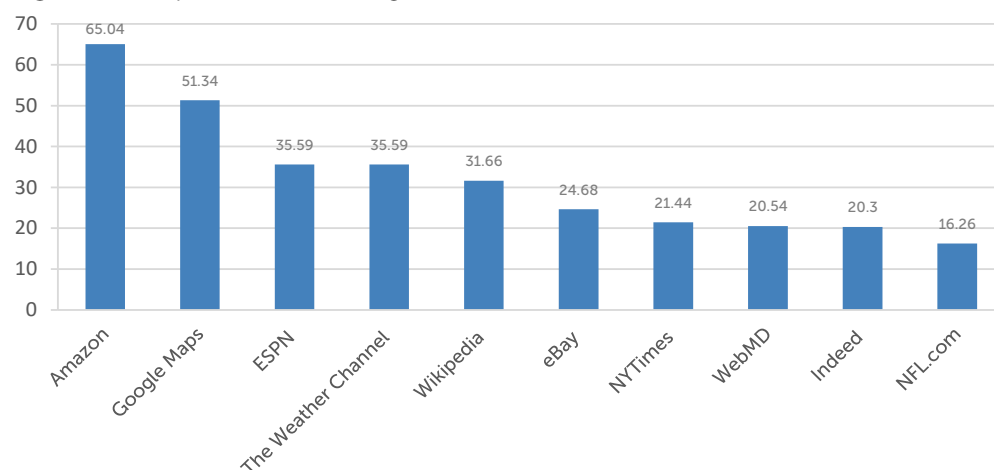
- ▶ Digital OOH

For reference, a glossary of terms is included at the end of this document to expand on the terms outlined below.

Digital

The digital media plan will include paid social media, display advertising and programmatic video. While NHTSA allocated a similar digital budget to the 2020 campaign, the 2021 campaign will likely allocate a larger percentage of the digital budget to cost-efficient placements via programmatic and broad reach sites and maximizing social media impressions, resulting in an overall increase in impressions. Figure 10 shows the top 10 websites reached by the target audience. NHTSA will evaluate sites based on the number of unique users that have the highest potential reach with the target audience. Performances of past buys as well as custom content opportunities will also be a consideration in website recommendations.

Figure 10: Top Websites Among Men 18-34



Source: 2020 Doublebase GfK MRI

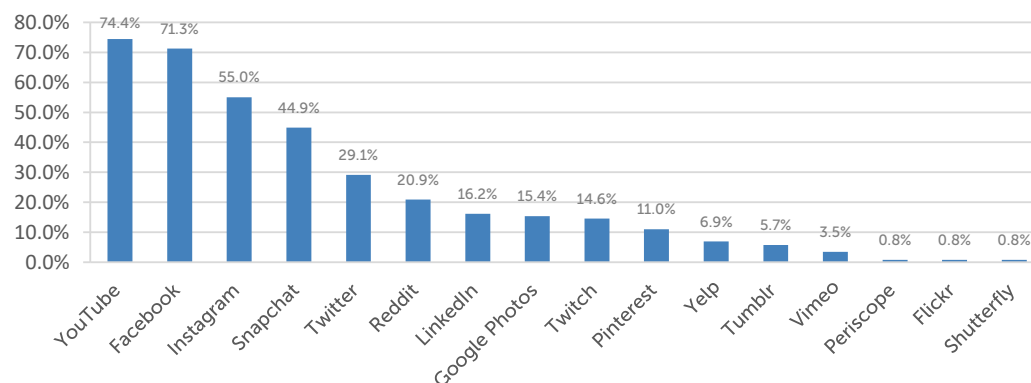
Video is a powerful storytelling tool, proven with successful results during previous campaigns. Based on this prior success, the buy will focus on video placements. The campaign will also use display assets to generate mass reach and significant clicks to the destination URL at an efficient cost.

Paid Social Media

The media consumption research shared earlier in Figure 7 shows that the 18- to 34-year-old male target is largely connected via social media, which includes video games. This provides a significant opportunity to explore and activate niche voices and personalities that the target audience is regularly engaged with in social contexts to deliver NHTSA messages for maximum impact.

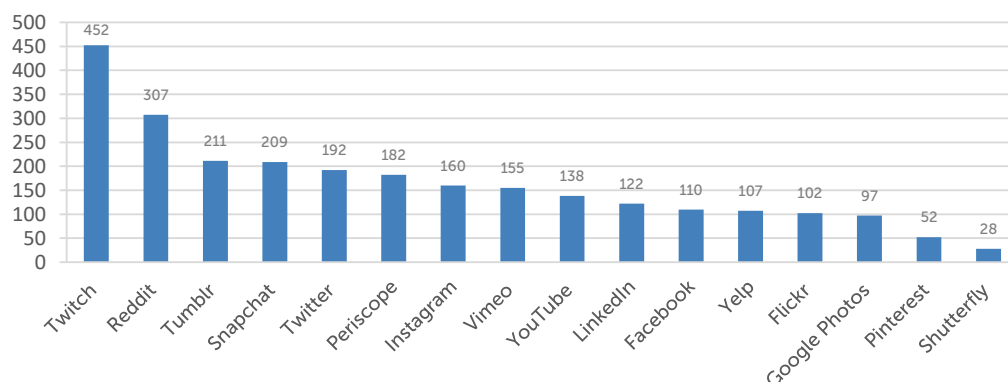
Social media continues to be the way in which 18- to 34-year-old males primarily communicate to keep in touch with their friends and community daily. According to MRI data, the sites/apps with the highest reach to this demographic include YouTube, Facebook, Instagram and Snapchat (Figure 11). The same sites ranked by index (Figure 12) list the sites that will be explored for custom content engagements and other ways to reach these highly engaged audiences.

Figure 11: Percent of Men Age 18-34 Using Social Sites



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Figure 12: Men Age 18-34 Using Social Sites by Index



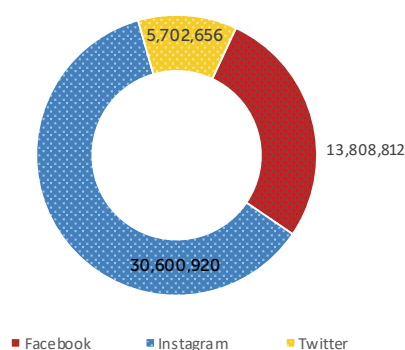
Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Prior campaign performance (Figure 13) reinforces the value and efficiency of social channels for the campaign. The most recent available campaign summary data for CIOT demonstrates the relative cost-efficiency of Facebook, Instagram and Twitter.

Figure 13: 2019 CIOT Paid Social Media Campaign Insights

Network Performance

Channel	Video Views	Cost Per Video View	Impressions	CPM (Cost Per 1K Impressions)
Facebook	5,538,464	\$0.02	13,808,812	\$6.69
Instagram	4,214,819	\$0.03	30,600,920	\$4.48
Twitter	2,344,936	\$0.01	5,702,656	\$4.47



Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Performance insights:

- ▶ The CIOT campaign showed strong performance with efficient reach on social platforms.
- ▶ Facebook and Instagram garnered user attention with a low cost per ThruPlay.
- ▶ The 18- to 34-year-old male audience showed the strongest performance for the campaign on Facebook.

NHTSA will focus on continuing to engage the target audience on the strongest social media platform to deliver video and display assets. Campaigns will be set up to optimize toward video views, social engagement and unique reach.

Publisher Direct

Publisher direct provides high impact opportunities to connect with the target audience around passion points, including gaming, sports and music. Gaming in particular is a segment for exploration because it is a prime way to reach the 18- to 34-year-old male audience. The opportunities to advertise to this group via gaming continue to evolve and allows NHTSA to create a presence within gaming that will capture their attention.

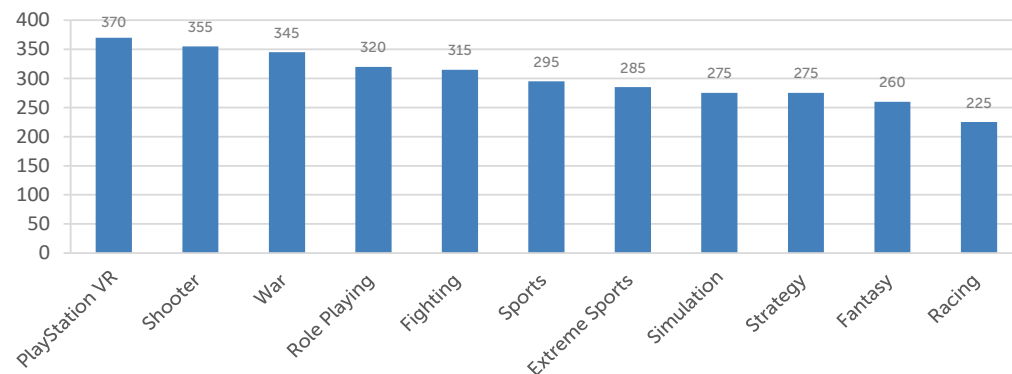
Why gaming?

- ▶ 60% of Americans play video games daily.*
- ▶ Average gamer is 34 years old.*
- ▶ 70% of gamers are age 18 or older.*
- ▶ 76% of males 18-34 played video games in the past 30 days.**
- ▶ Males 18-34 are more than two times more likely than other demographics to have played video games in the past 30 days.**

Source: *Techjury.net, November 2020; **MRI 2020

Men 18 to 34 years old are twice as likely to play video games than other demographics and prefer virtual reality (VR), shooter, war, role playing, fighting and sports games, in that order. Due to these proclivities, it will be important to focus on the gaming environments/contexts that offer brand safety (Figure 14). With that in mind, NHTSA will look at VR, role playing, sports, extreme sports and strategy games.

Figure 14: Types of Video Games M18-34 Played in the Past 30 Days by Index



Source: 2020 Doublebase GfK MRI Weighted to Population (000)—Base: All

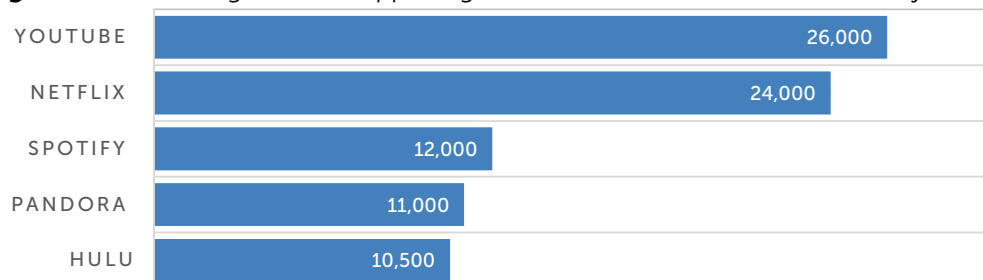
Programmatic

NHTSA will explore shifting a larger percentage of the overall budget to running more cost-efficient placements via programmatic and broad reach sites while still ensuring efficient reach. Programmatic placements offer efficiency by bidding for impressions that only reach the targeted audience, rather than buying the total audience of a site, show or installation. Streaming video and audio services in particular offer strong programmatic options for the Click It or Ticket campaign given its strong usage amongst the target audience.

Figure 15 below highlights the ways in which CIOT's target is using streaming services:

- ▶ YouTube leads consumption with Netflix not far behind.
- ▶ Music streaming platforms Spotify and Pandora follow with each platform having comparable reach to men ages 18 to 34.
- ▶ Hulu and Prime Video will be considered as a third category to round out video reach.

Figure 15: Streaming Services/App Usage for Men 18 to 34 in the Past 30 Days



Source: USA Plus, January 2019-May 2020, Scarborough

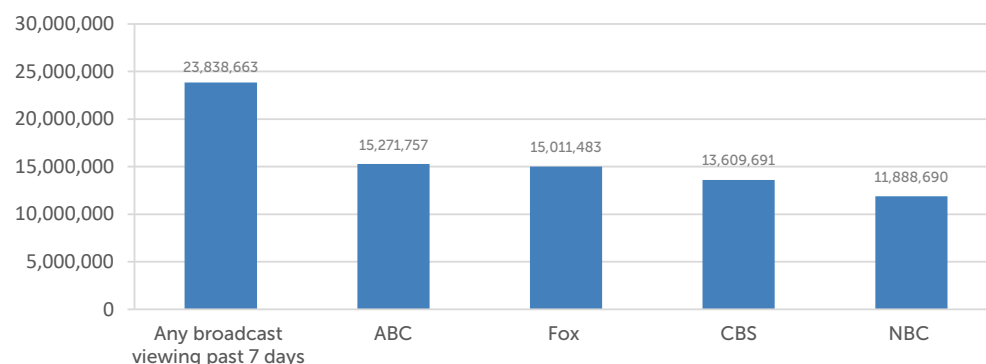
Hispanic Programmatic

The Hispanic secondary audience for the campaign can also be reached programmatically. While proportionally smaller in population, there is little difference in consumption and the same streaming services and apps provide many opportunities to connect with the Hispanic audience.

Television

Linear TV remains an important delivery vehicle for the Click It or Ticket message, reaching more than 23 million viewers in the target audience each week (Figure 16) and should be considered selectively on special programming such as live sports and entertainment events.

Figure 16: Weekly Broadcast TV Viewing in Persons (M18-34)



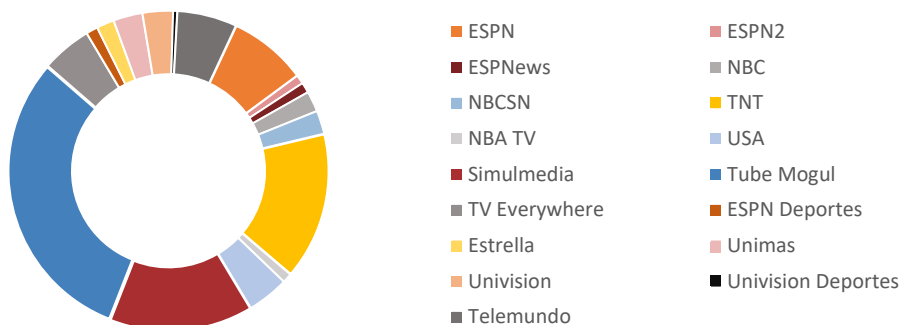
Source: USA Plus, January 2019-May 2020, Scarborough

Considering the performance of prior campaigns is important in planning. Figure 17 below is a snapshot of the most recent campaign data for CIOT from the 2019 campaign.

Figure 17: CIOT 2019 Network TV Performance Insights

Channel	Pre-Buy IMPs (000)	Post Buy IMPs (000)	Index
ESPN	4,941	3,826	77.4%
ESPN2	932	430	46.1%
ESPNNews	651	506	77.7%
NBC	1,523	1,002	65.8%
NBCSN	765	1,143	149.4%
TNT	5,714	7,206	126.1%
NBA TV	727	460	63.3%
USA	2,106	2,043	97.0%
Simulmedia	7,816	7,006	89.6%
Tube Mogul	10,906	14,663	134.5%
TV Everywhere	1,652	2,456	148.7%
ESPN Deportes	897	566	63.1%
Estrella	1,314	856	65.1%
Unimas	2,109	1,425	67.6%
Univision	1,650	1,488	90.2%
Univision Deportes	341	194	56.9%
Telemundo	3,028	2,930	96.8%
GRAND TOTAL	47,072	48,201	102.40%

Impressions by Network



Performance insights:

- ▶ NBCSN, TNT, USA and audience targeting performed the best.
- ▶ Sports networks provided the greatest reach.
- ▶ Watching TV programs on mobile primarily was very successful in reaching the target audience.

While the final reporting for 2020 is not yet complete, preliminary data indicates Simulmedia is consistently overdelivering with other 2020 campaigns. Custom targeting and optimization are key to guaranteeing delivery.

Based on these insights, the plan for 2021 will focus on the following:

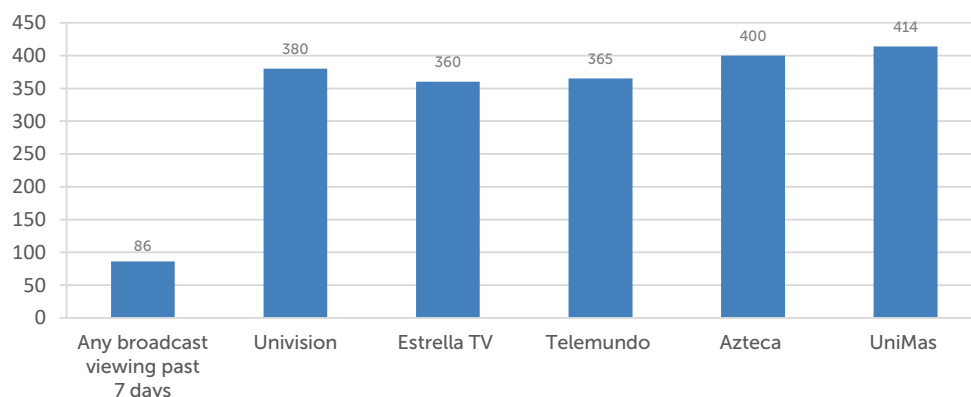
- ▶ Narrowing overall investment to focus on best performing networks.
- ▶ Exploring alternative ways to buy guaranteed sports programming.
- ▶ Continuing to place non-sports TV buys via programmatic means for efficiency and delivery.

The 2021 TV plan will strive to reach 25-30% of men 18-34 during the three-week flight. NHTSA will utilize programmatic buying efficiency to buy entertainment programming that is relevant to the target audience on a network level, and layer in audience targeting to ensure messaging is running on the programs that the target audience is watching. Network direct buys will focus on sports, primarily NBA, NHL and MLB.

Hispanic Linear TV

According to Scarborough data, 68% of the Hispanic target watches network TV every week. Of note is that they index up to 400+% in viewing Spanish-language networks (Figure 18).

Figure 18: Network TV Viewing by Index (HM18-34)



Source: USA Plus, January 2019-May 2020, Scarborough

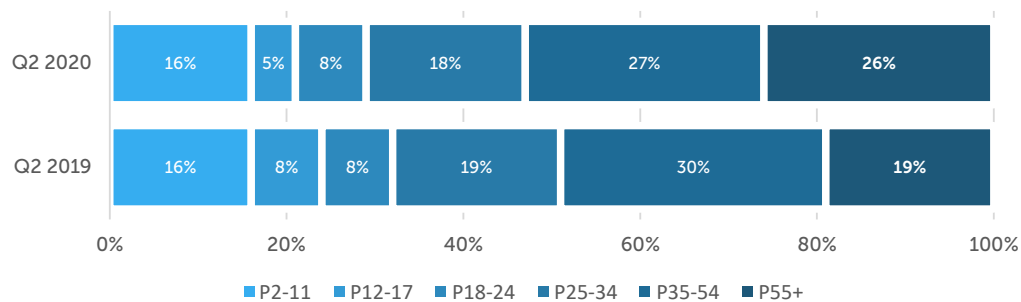
The Hispanic plan will likely include a larger percentage of the budget allocated to network TV than the general market, making use of Spanish-language networks airing entertainment and sports programming. The Hispanic plan will focus on soccer (fútbol), MLB and other high indexing sports programming.

Connected TV (CTV)/Over-the-Top (OTT)

The definition of TV is shifting away from traditional linear TV to include CTV/OTT channels such as Netflix, Hulu, Prime Video and many others. For NHTSA, this means evolving the way TV is purchased beyond linear to include these digital streaming platforms to ensure reach to the total target audience. It is important to note that the target audience is still primarily viewing this type of content on their TV sets, but the use of digital platforms allows NHTSA to reach the target audience much more efficiently, thereby generating more reach and frequency across the TV plan than previous campaigns.

The amount of time spent in front of the TV viewing streaming content continues to grow. According to data from Nielsen's Streaming Meter (Q2 2020), streaming now comprises 26% of all TV minutes viewed by the 18- to 34-year-old audience (Figure 19).

Figure 19: Streaming Video Share of Time Spent by Age

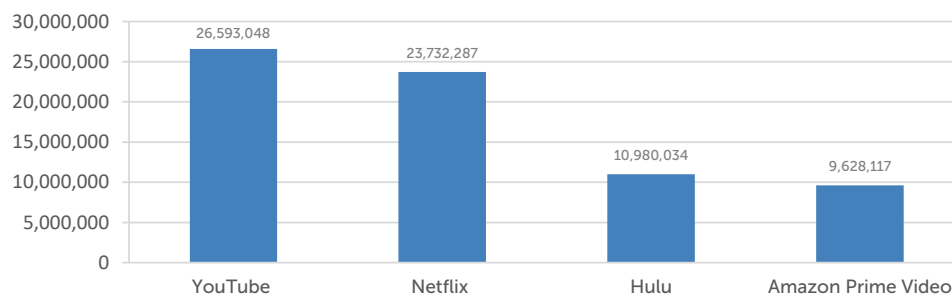


Source: Nielsen Total Audience Report, August 2020

Using CTV/OTT, NHTSA will be able to achieve extensions and differentiation from linear TV schedules in a variety of ways. Notably, with the reporting technology that is available, active campaigns can report on how many unique users are exposed to messaging throughout the campaign lifecycle and how often those consumers are reached. This allows for in-flight optimizations to reach the desired frequency level for maximum effectiveness, which is especially important for a short flight.

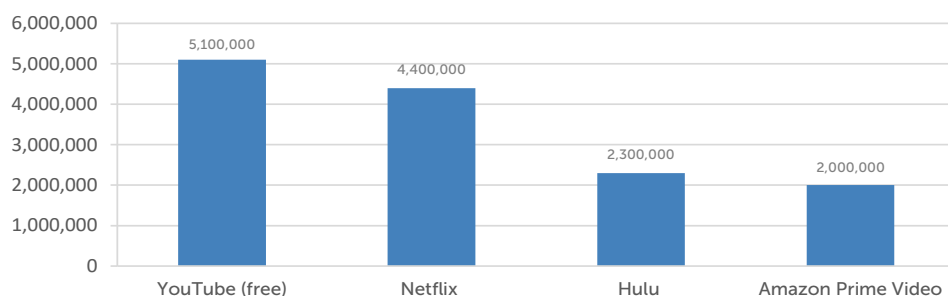
To leverage these CTV/OTT advantages, the plan will explore ad-supported premium marketplaces and direct to publisher networks such as YouTube and Hulu. Because there is little difference in consumption and high penetration for both general market and Hispanic audiences in this area (Figures 20, 21 and 22), both primary and secondary audiences will be considered for these buys.

Figure 20: Streaming Video Services Used in Last 30 Days in Person (M18-34)



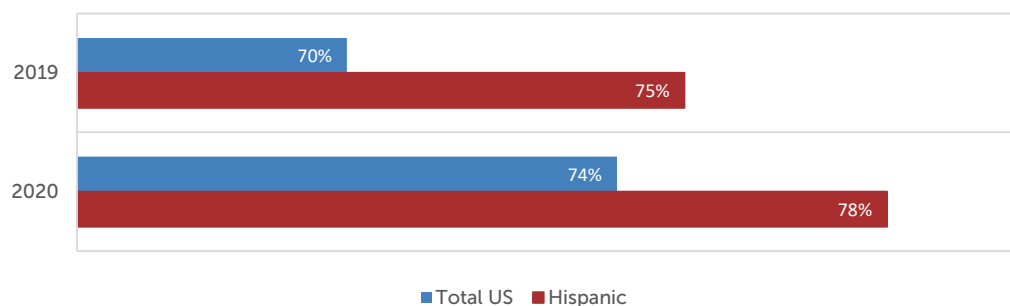
Source: USA Plus, January 2019-May 2020, Scarborough

Figure 21: Hispanic Streaming Video Services Used in Last 30 Days in Person (M18-34)



Source: USA Plus, January 2019-May 2020, Scarborough

Figure 22: % U.S. Households with Streaming Service 2019-2020

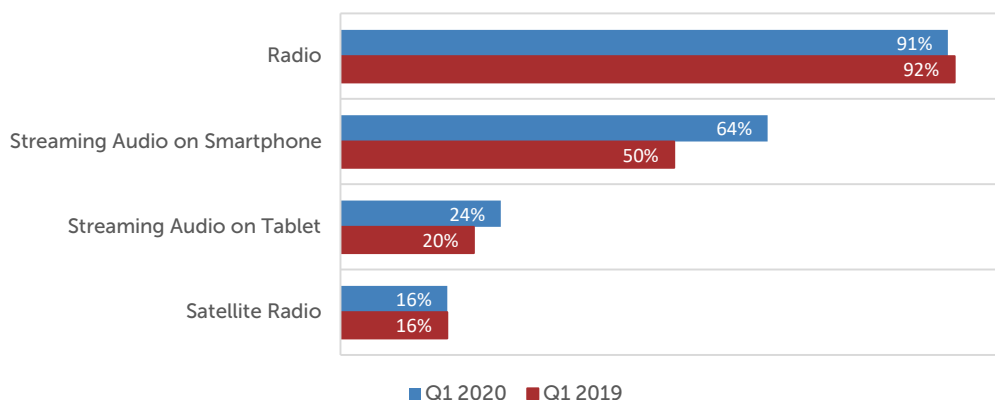


Source: NPOWER, National TV Sample, July 2020

Radio

According to Nielsen media research data, radio is the highest reach medium, reaching 80% of the 18- to 34-year-old male target audience every month, a figure that has changed very little since 2009 (Nielsen Audio RADAR 141, June 2019). While terrestrial radio has seen little change in listenership overall, the audio universe has expanded with streaming audio on smartphones seeing the greatest gains across all audiences (Figure 23). With a stable audience base and variety of platforms, as well as being a critical touchpoint to reach the target audience when they are driving, radio and streaming audio tactics are an important component of the CIOT campaign.

Figure 23: Weekly Reach of Audio Among Adults 18+
Based on Total U.S. Population

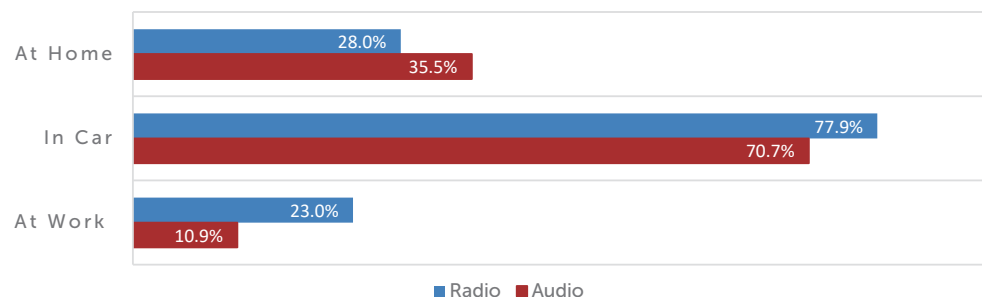


Source: Nielsen Total Audience Report, August 2020

Terrestrial Radio

Terrestrial radio will remain an important component of the CIOT 2021 media plan for the general market as well as the Hispanic target due to its high reach, heavy in-vehicle use (Figure 24) and cost-efficiency amongst broadcast mediums. Historically, terrestrial radio also offers the largest percentage of added value, providing the opportunity to extend the campaign reach.

Figure 24: Where Men 18-34 Listen to Radio/Audio



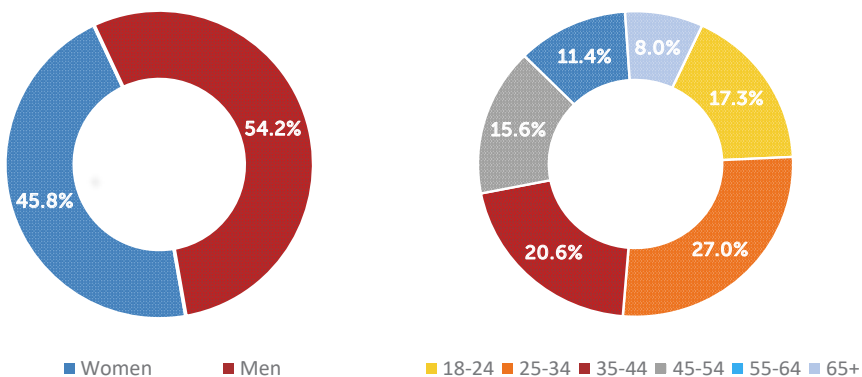
Source: 2020 Doublebase GfK MRI Weighted to Population

The leading radio networks, iHeartMedia and Westwood One, will be the primary radio partners for the general market, while high indexing networks such as Univision, Entravision and SBS/Aire will be explored for the Hispanic market. In addition to running the NHTSA produced spots, these networks will be challenged to integrate the use of their on-air talent into the plans and engage with their vast social networks. These extensions will seek to capitalize on existing listener relationships with trusted local voices to deliver the Click It or Ticket message.

Podcasts

Podcasts continue to increase in popularity, growing 16% year over year and cresting 100 million Americans for the first time. Overall, audiences spend 6 hours and 39 minutes listening to podcasts every week (The Infinite Dial, 2020 Edison Research and Triton Digital). The demographic makeup, according to the most recent MRI data, indicates that podcast listeners skew male and 44% fall into the 18-34 age category.

Figure 25: Percent of Podcast Listeners by Gender and Age



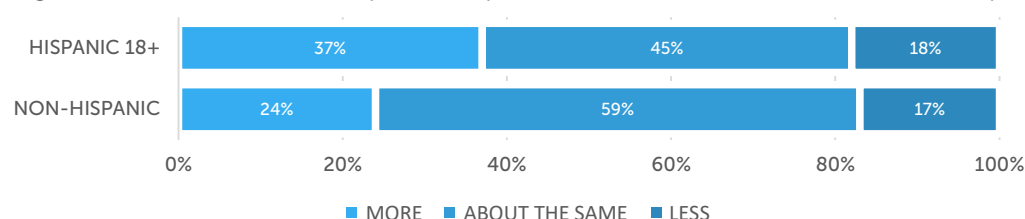
Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Hispanic Radio

In addition to terrestrial radio, U.S. Hispanics over-index compared to the general population when it comes to audio streaming service usage (Figure 25). Platforms like Pandora and Spotify make up a large part of their media consumption.

The Hispanic radio plan will explore terrestrial radio on high indexing radio formats such as Spanish contemporary, Mexican regional, Spanish adult hits, Spanish tropical and Spanish hot adult contemporary. Audio streaming platforms will complement the terrestrial plan to drive reach and deliver the CIOT message to the 18- to 34-year-old Hispanic male (Spanish reliant) to align with the high time spent each week listening to music online.

Figure 26: More Than 1/3 Hispanics Report More Time with Radio Than Non-Hispanics



Source: Cultural Connectivity Transformed, Custom Nielsen Study, conducted March 20-22 via online survey, based on a weighted sample of 1,000 adults 18+

Influencer Advertising

Radio personalities and social influencers hold significant sway with their followers. Audiences spend a lot of time on social and when an influencer mentions or features a brand, they allow the advertiser to connect with audiences where they spend the most time. There are many benefits to using influencers to help promote the CIOT messaging:

- ▶ Influencers raise trust and credibility levels.
- ▶ It is authentic content.
- ▶ It helps you reach a relevant audience.
- ▶ It generates word of mouth, broadening reach.

Brand safety can be a concern with influencer efforts and working with the wrong influencers can do more harm than good. To minimize this risk, the plan will explore partnering with iHeartMedia's influencer program, Ignite. Through this program, iHeartMedia would vet and centrally manage an influencer campaign which would amplify the CIOT message by approving, activating and distributing content across social channels at national scale.

Out-of-Home

Digital out-of-home (OOH) advertising reaches people when they are on the go and can re-target mobile devices to add frequency to the messaging. Increasingly, OOH opportunities can be considered for NHTSA campaigns due to the increased availability of digital options that can be turned on and off in alignment with the short campaign flight dates. While nationwide penetration of digital billboards is still a work in progress, OOH opportunities like TV visible signage and digital gas station video placements offer strong potential for exploration.

State Campaign Extension Considerations

The state level plans can execute a number of strategies to build upon the base paid media reach provided in the national plan.

Television

The national plan will use linear and programmatic TV and OTT/CTV to reach the target audience with entertainment, non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The national plan will run a total of approximately 75 GRPs across the three-week flight allowing for additional GRPs/impressions from state-level efforts on cable and broadcast outlets.

Radio

The national radio plan delivers an aggressive level of radio weight to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. With this heavy level of radio, state plans can consider putting any radio dollars to another medium. The states may want to use their local radio media dollars toward engaging local radio personality influencers to extend the reach of the campaign. They may also use other audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as SoundCloud, TuneIn and Radio.com. Moving those dollars into non-audio opportunities can be considered as well.

Digital

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the publisher sites that are created to reach young men geotargeted by market or engaging a programmatic digital effort that builds off the national plan and exposes the CIOT message onto a number of other sites to increase reach and frequency.

Rural Markets

Americans in rural areas have made large gains in adopting digital technology, but they remain less likely than adults in urban or suburban areas to have home broadband or own a smartphone. Special attention should be paid to broadband penetration in rural markets to ensure adequate reach into those areas. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, radio and out-of-home buys.

Glossary

Television

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific TV channel.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

TV Everywhere: A feature of broadcast TV services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription you can download the ESPN Watch app and watch ESPN programming on your computer, table or phone—everywhere.

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

ThruPlay: The number of times a video is played to completion, or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

Gaming

Esports: A multiplayer video game competition played for spectators often team-based and played for prize money. Esports are also livestreamed and involve commentators and analysis similar to “traditional” sports.

Livestreaming: A gamer sharing his or her gaming experience with fans/followers by live broadcasting the game that they are playing. Some streamers consistently play the same games and others try different games or follow trends.

Overall

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.